

RJ REYNOLDS

TOBACCO COMPANY

CC
Copy

May 15, 1997

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

RJR Account #655364
BRU-CEL

JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727

Dear Lorinda:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **27** SKUs of Doral Flashlights (Item #527813) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (6M)</u>	<u>Cases</u>
12300-84006	FF Box	1	
12300-22081	FF Box 100	1	
12300-84106	LT Box	1	
12300-22084	LT Box 100	1	

Cancelled

Product / Premium Arrival:

June 23, 1997

Ship Date to Retail:

Week of: June 30, 1997

Lighters: (Item #527813)

Off List

SKU CUBE: 2.5280

Off List

SKU WT (w/o Product): 10.6200 lbs

form sent

Retail Sales Offer per Sku: 20 units

to D Willard

Billing per Sku: 4 Savings Cartons

6/30/97

EFT \$ Amount: \$1,109.26

6/30/97

Non-EFT \$ Amount: \$N/A

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-2-

B2GPF
BRU-CEL

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$49.00 (1.75 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca
Enc. Wholesaler Packing Instructions
Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORFL.DOC

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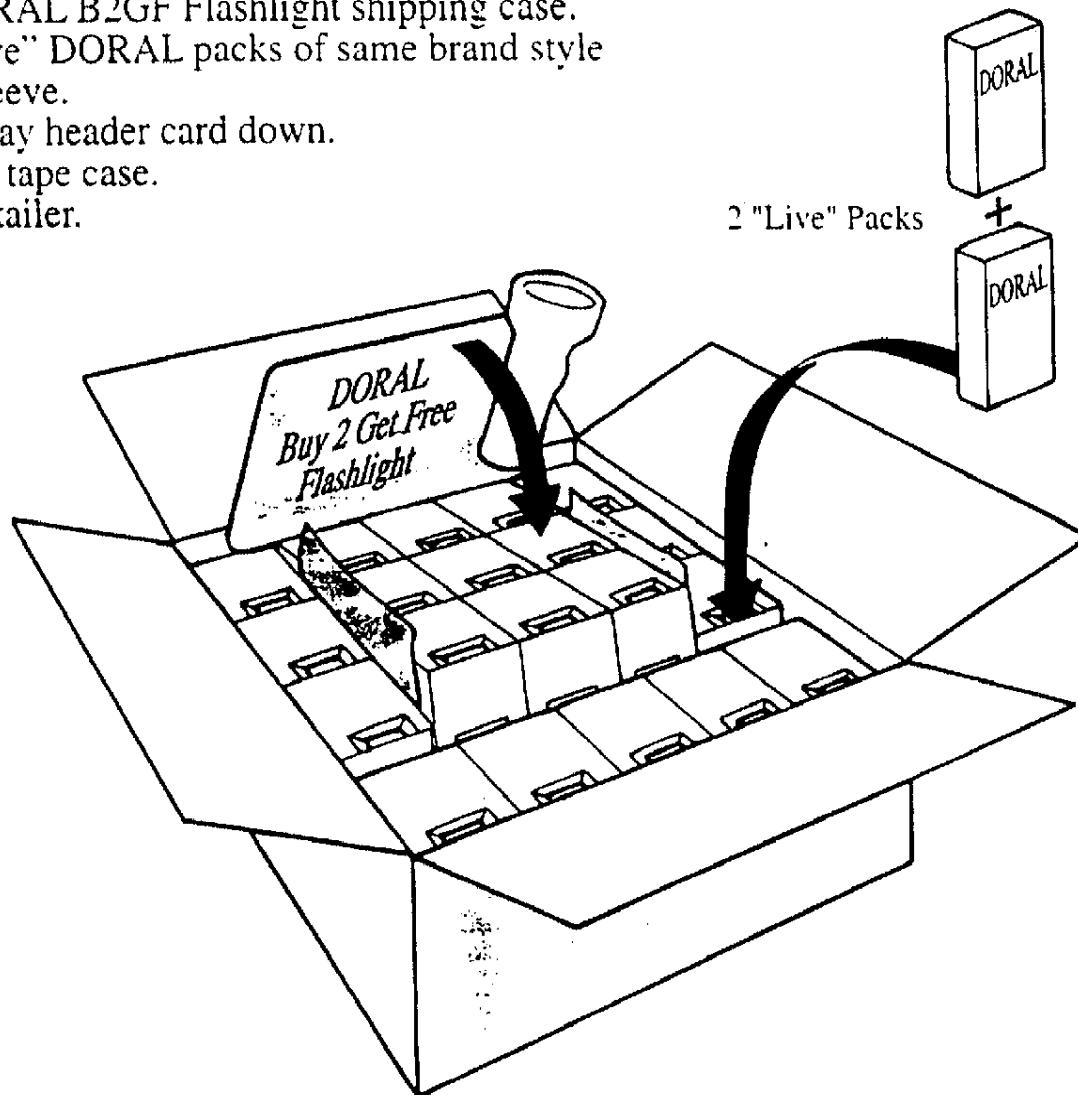
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR '97

July DORAL B2GF Flashlight

STEPS

1. Open DORAL B2GF Flashlight shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 527813

Description: DORAL B2GF Flashlight Display/POS Kit

Brand Style	FF BOX	FF BOX 100	LT BOX	LT BOX 100		
Number of Cartons	1	1	1	1		

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6PENS592

WORKPLAN VAR TEMPLATE LISTING

PAGE: 08

DATE: 97-05-10

TIME: 08:15 AM

WHOLESALER : 655364 BRU-CEL'S DISTRIBUTING CO., INC <DIRECT>
 TEMPLATE : 700727 70700 DOR FLASHLIGHT
 TEMPLATE SEQ : 0010
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162605	035860	HARNAS READY MART	ROUTE 223	BRIN	NY	14838						6071796-277
162605	584578	MIDWAY MINI MART	5 JACKSTON AVENUE	BREESPORT	NY	14816						512642 16071739-2407
162607	182898	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950						(814)367-277
162607	152228	335894 AUSTINBURY CTRY STO RR 2 BOX 310		KNOXVILLE	PA	16928	4					(814)325-4617
162607	162225	382720 STATE LINE ONE STOP RTE. 449 MAIN ST.	GENESEE	PA 16923	PA	16923	5					(814)228-3660
162607	152225	398360 BRENNAN MARKET	MAIN STREET	ULYSSES	PA	16948	4					(814)848-7501
162607	152628	608171 YE OLDE TYME SHOPPE 17 SOUTH MAIN ST	CLARENDON	PA 16313	PA	16313	1					(814)723-7199
162607	162225	728526 REEDS MARKET	647 MAIN STREET	GENESSEE	PA	16923	2					(814)228-3316
162607	162228	775460 FIVE STAR BUSY MART 400 N BUFFALO ST	ELKLAND	PA 16920	PA	16920	5					900498 (814)258-7312
162605	152228	309498 HARRIS FOOD MART	351 NORTON ST	ELMIRA	NY	14901	3 NYS					(607)732-0130

PAGE BREAK TOTAL ACCOUNTS 10 TOTAL QUANTITY 27

TEMPLATE TOTAL ACCOUNTS 10 TOTAL QUANTITY 27

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